

# SOUVENIR OF MISHICOT

Compliments of

A. HOLST  
MISHICOT  
WIS.



1912

SOUVENIR  
— OF —  
MISHICOT

COMPLIMENTS OF  
A. HOLST





A. HOLST'S GENERAL STORE.





DRY GOODS DEPARTMENT WITH GROCERIES IN REAR.





SHOE DEPARTMENT.





MEN'S AND BOYS' CLOTHING DEPARTMENT.





UNDERWEAR AND MEN'S FURNISHING DEPARTMENT.





LADIES' FURNISHING DEPARTMENT.

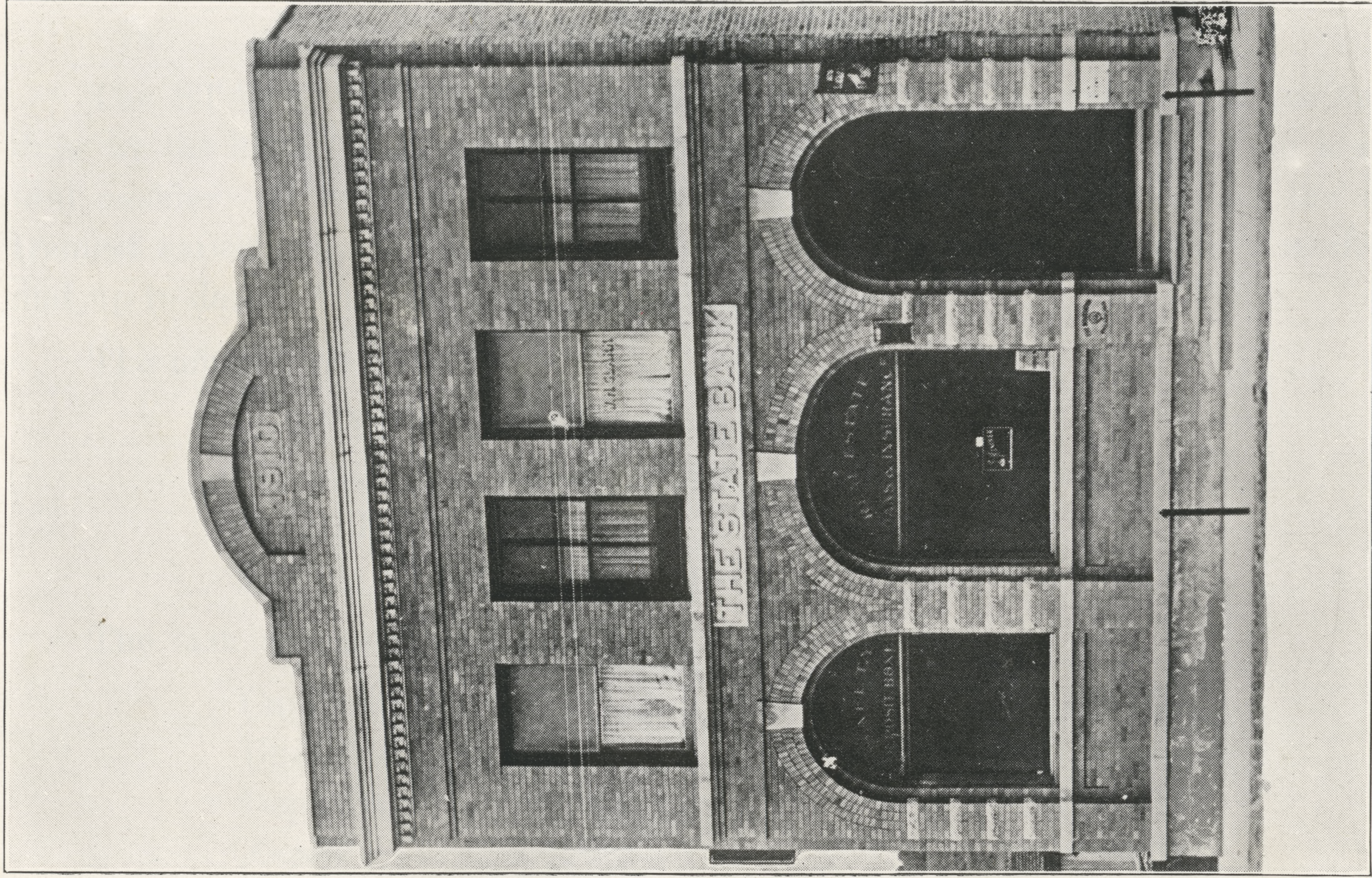


## Holst's Department Store

This business was started in 1889 and has been steadily growing, now it is one of the largest department stores in the county. Everything is carried in the line of general merchandise and furnishing goods, with departments for each line. The building has much floor and shelf space, which makes it possible to handle the capacity of business transacted here. People are attracted from miles around, and they can be assured of a good selection, because all departments are complete.

This little booklet is published by A. Holst as a souvenir and as an appreciation of the patronage given him by the people of Mishicot and the surrounding country.





THE STATE BANK.



# The State Bank

The STATE BANK was founded March 9, 1910. The capacity of business done by the bank, from the very beginning, demanded the services of an assistant cashier. It has been steadily increasing and now has surpassed the extremest expectations of any of the stockholders. The building is very modern and up-to-date. The offices are on the second floor.

The officers are:

I. BEYER, President.

A. RHODE, Vice-President.

H. STEHN, Cashier.

NORA STEHN, Assistant Cashier.

The last statement given out by the bank is:

Capitalization . . . . .	\$ 15,000.00
Undivided Profits. . . . .	1,900.00
Deposits . . . . .	121,000.00
Assets . . . . .	140,000.00





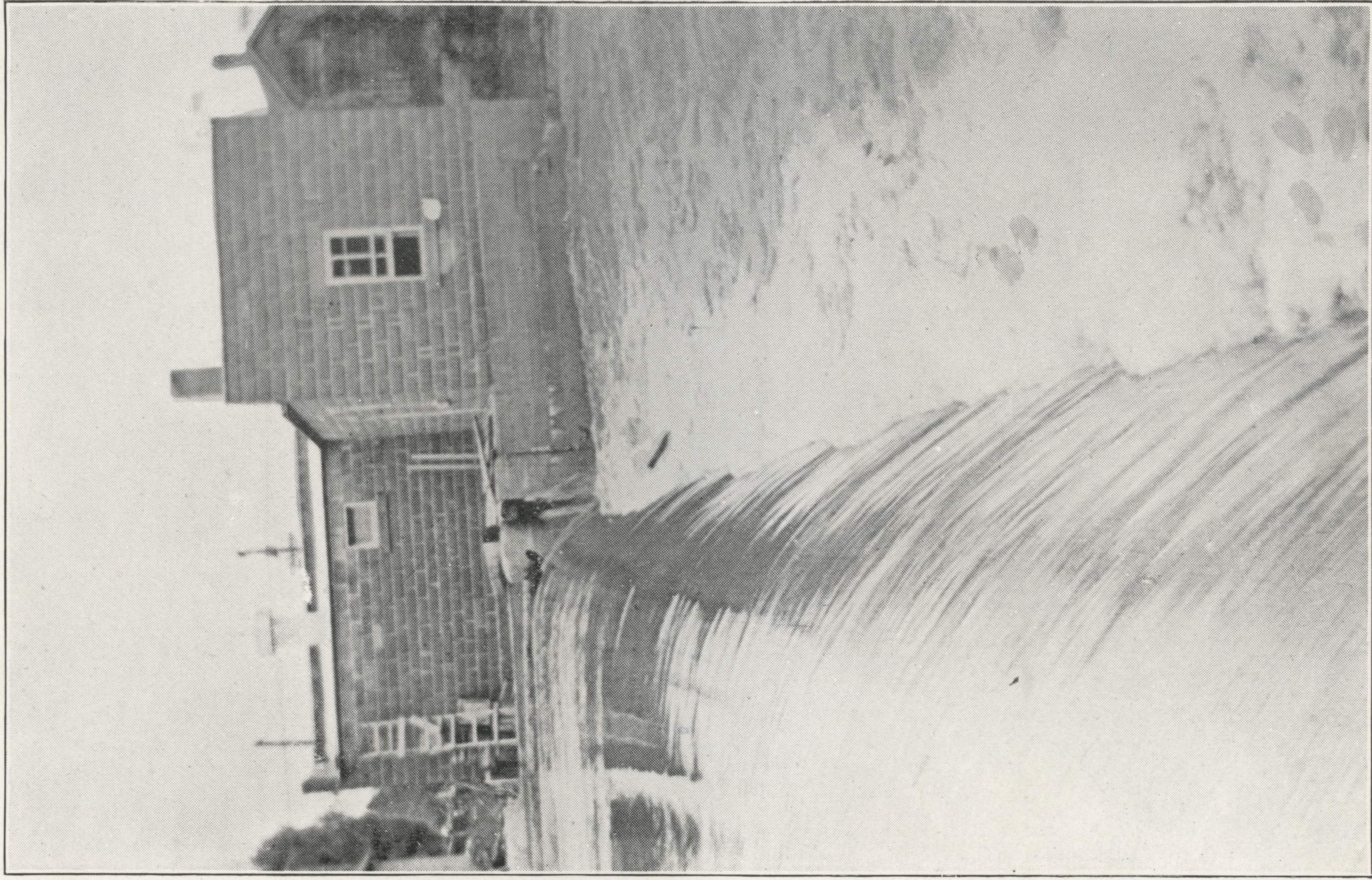
MISHICOT TELEPHONE CO. REPAIRING CREW.



## Mishicot Telephone Company

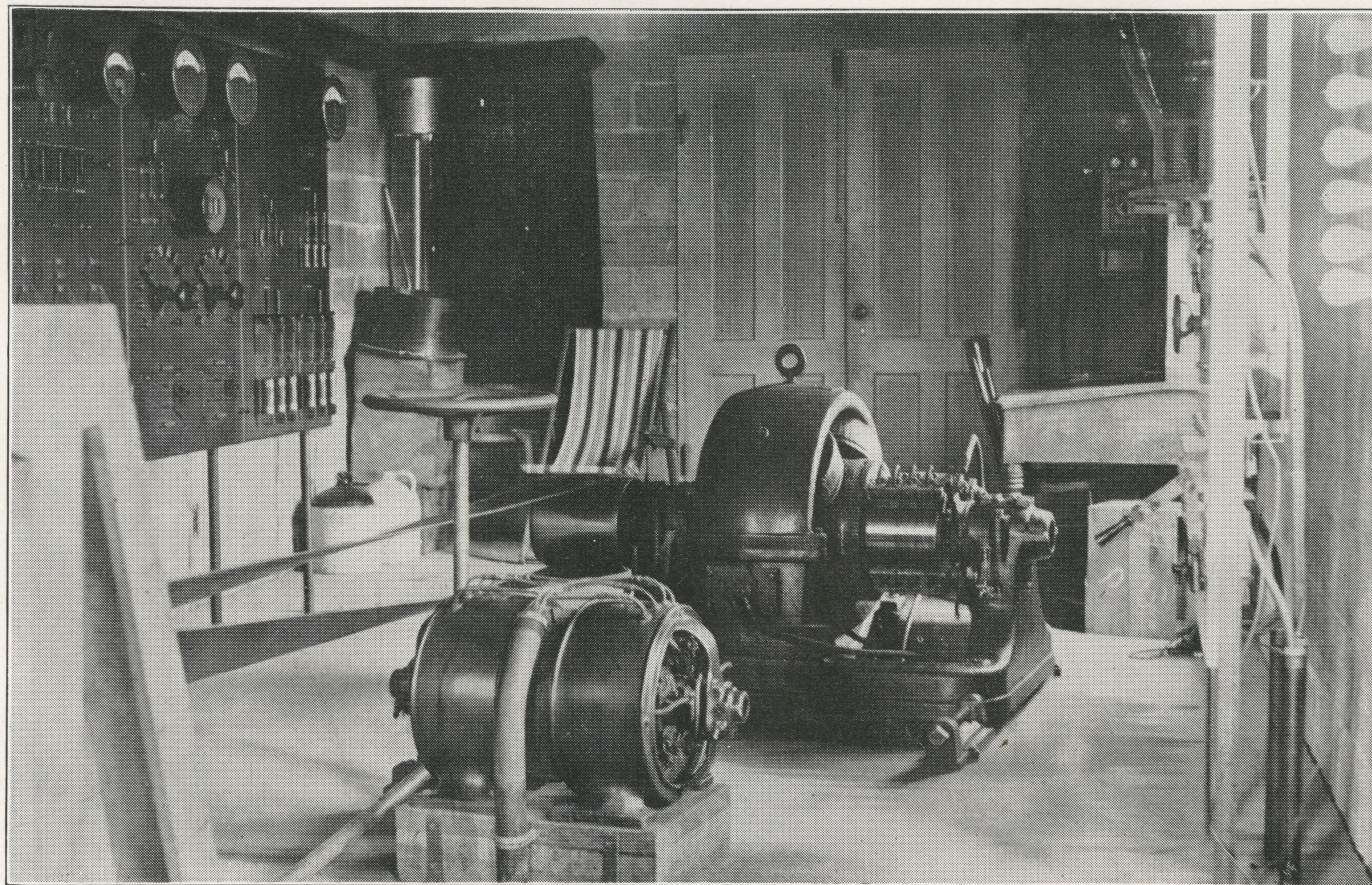
This company was organized in 1909 and its rapid growth, during this period, seems almost a miracle. It now has about 50 miles of line, extending over a radius of 8 miles, with about 150 subscribers. The officers of this company are: Aug. Rhode, President; Fabian Cretton, Vice-President; A. Holst, Secretary and Treasurer, and a Board of Directors, composed of six men who look after the welfare of the company. The stockholders are all home-people and also subscribers, thus interesting themselves about having the best obtainable service. The switch board is located at the Central Hotel and this divides the patrons' lines into many circuits, thus making immediate responds possible.





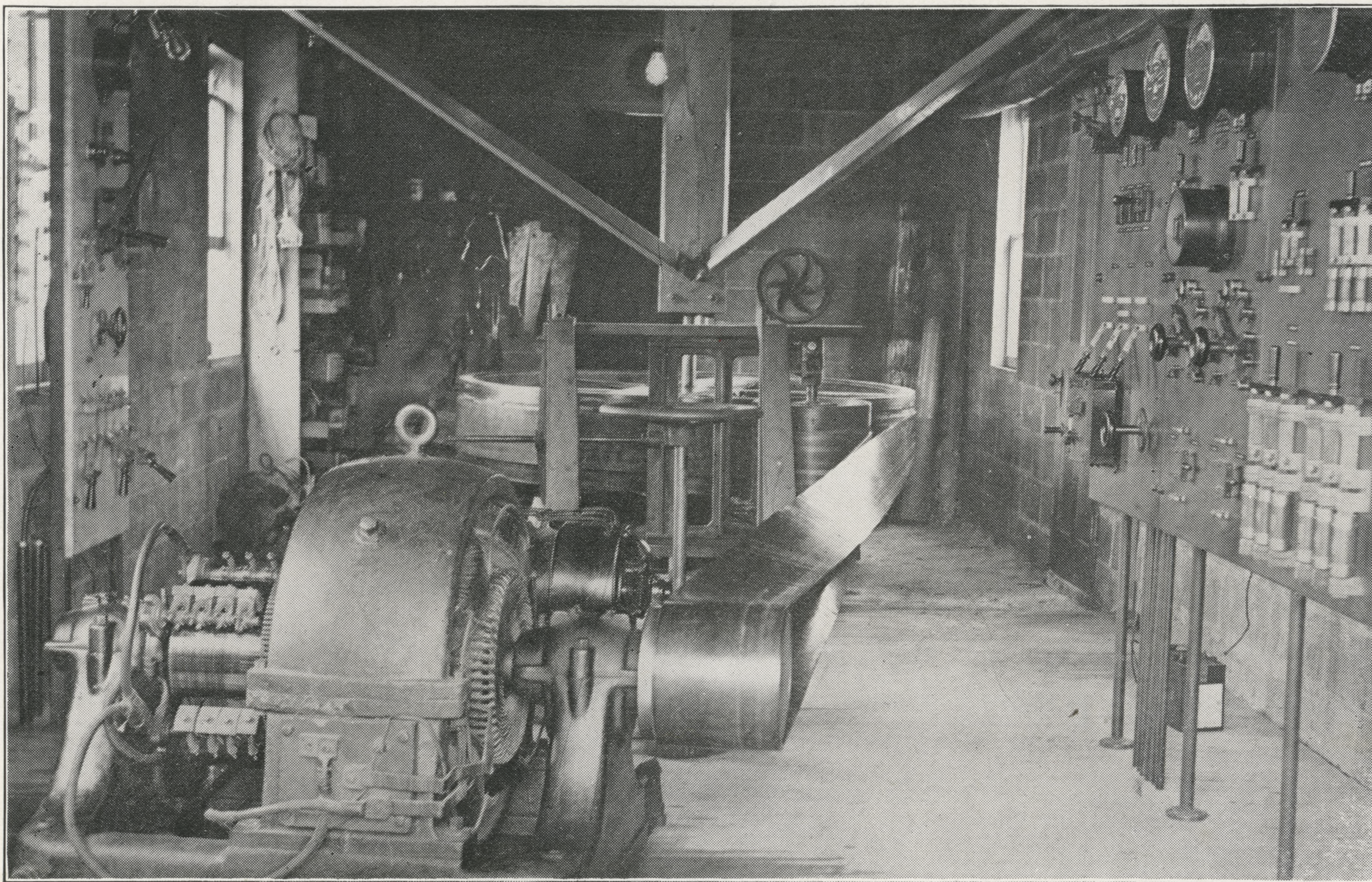
Power House and Dam of Mishicot Electric  
Light & Power Plant.





Generators in Power House of Electric Light Company.





Water Wheel and Switch Board in Power House of Electric Light Company.



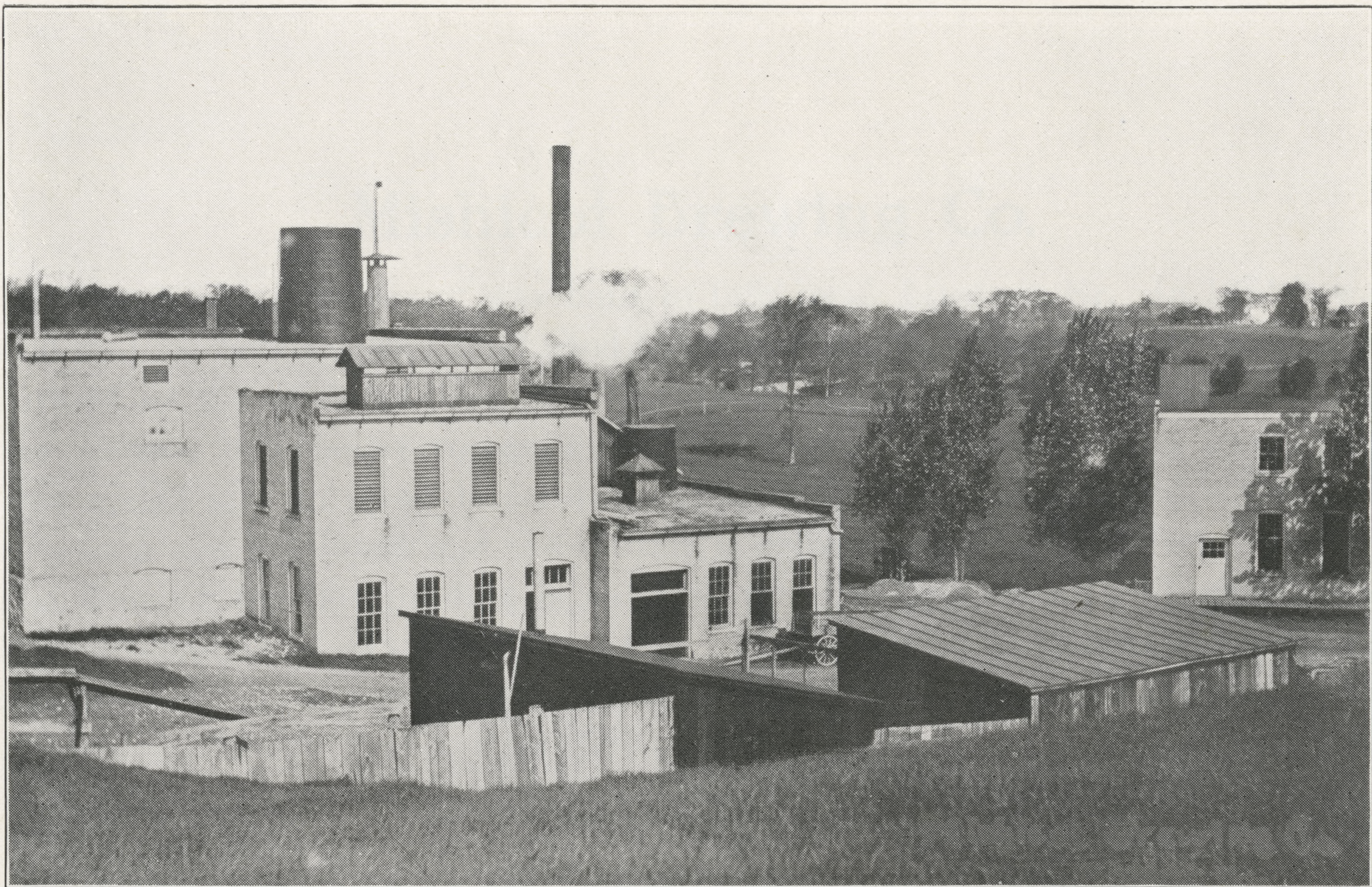
## Mishicot Electric Light and Power

Mishicot, although an unincorporated village, is the proud possessor of an electric light plant. This is an unusual feature for an inland town having no transportation facilities. It is a private plant, owned and operated by Ira Beyer.

An enormous concrete dam spans the East Twin River, backing the water up for miles and developing hundreds of horse-power which are utilized in the operation of the generator.

The generators produce sufficient current to light the village and the surplus current enters the storage batteries, to be used during the day-time, thus giving us continual twenty-four hours service. This feature is remarkable in that we lead some of our neighboring cities.





MISHICOT BREWING CO.



## Mishicot Brewing Co.

The Mishicot Brewery was built in 1866 by J. Linstedt, Sr. In 1884 it was sold to J. G. Scheuer who conducted it up to 1904 when the company was incorporated as the Mishicot Brewing Co. It has since then been remodeled, and new cellars, new boiler rooms, new engine rooms and new bottling works have been added and an up-to-date refrigerating plant has been installed. About fifteen men are employed and the output is about six thousand barrels annually. The demand for this product is so great that the large number of orders, continually coming in, can hardly be filled. The company, to answer the large demands, is at present contemplating installing a new and larger brewing outfit.





GRIST AND SAW MILL.





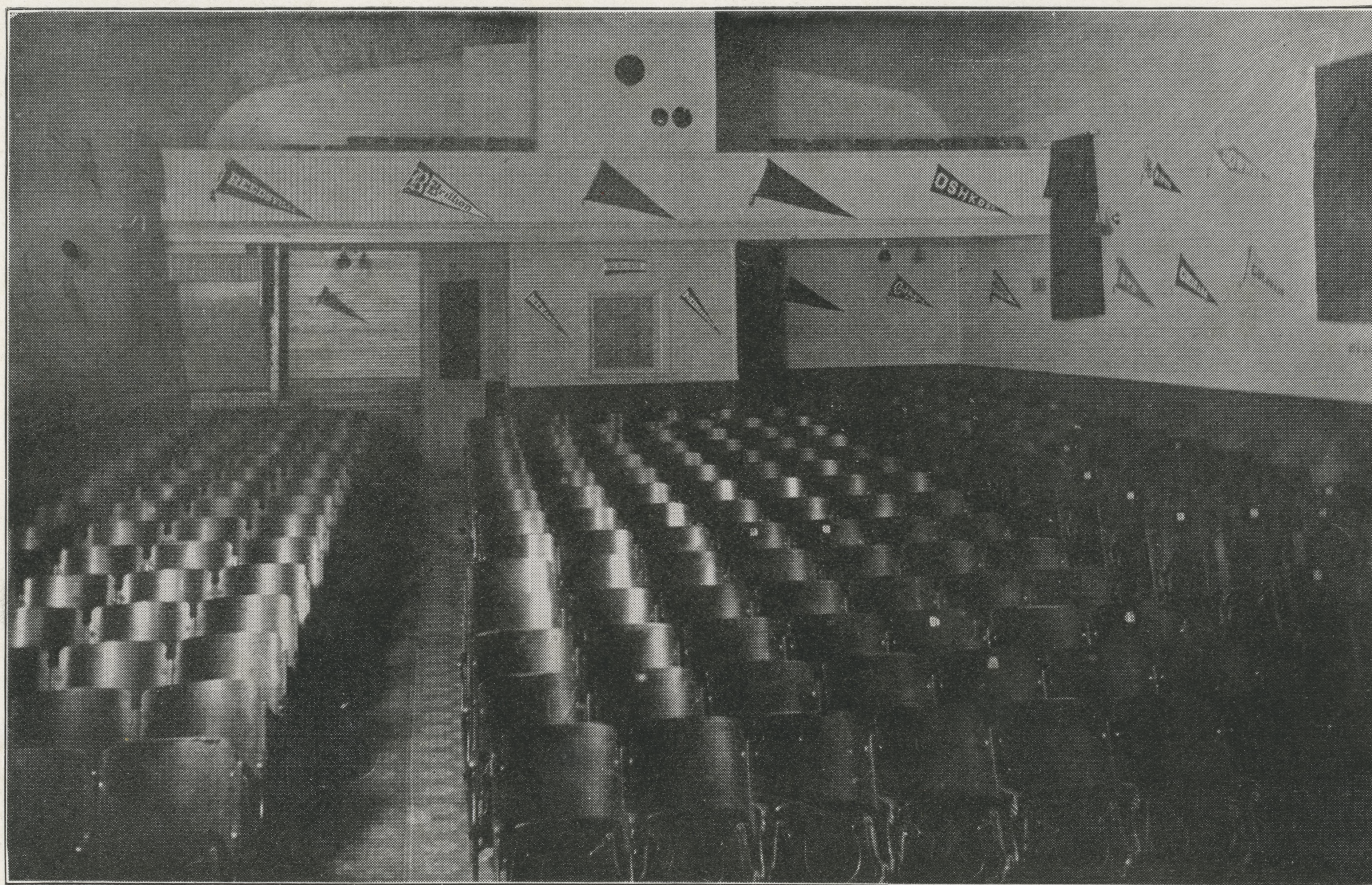
MISHICOT OPERA HOUSE.



## Mishicot Opera House

The Mishicot Opera House is one of the largest of its kind in the county. It has a floor space of about 4,500 square feet. The floor is not raised and can be used as a dance hall, made good for this purpose by its excellent floor. It has a stage large enough to accommodate any performance that would want to be staged in a town of this size. The management of this place has special scenery on hand, so that home talent companies and companies traveling without baggage, can stage plays here without extra expense, thus encouraging such productions. The floor is also in good condition for roller skating and basketball.





INTERIOR OF ELITE THEATRE.

141  
15-  
70  
141



## **The Mishicot Amusement Company**

The above company owns and operates the ELITE THEATRE, the most up-to-date moving picture playhouse for a place of the size of Mishicot, in the state and perhaps in the United States.

The management of this theatre does not merely look for large profits, but instead, for moral and up-to-date amusement, so as to boost the town. All pictures shown here are passed by The National Board of Censorship. The members of this company are all home boys. The place has an inclined floor, a feature not seen in many of our neighboring cities. The room in which the machine is operated, is lined with galvanized iron, over which asbestos is put, thus insuring perfect safety in regard to danger from fire.





MISHICOT BASKETBALL TEAM, 1911-1912.





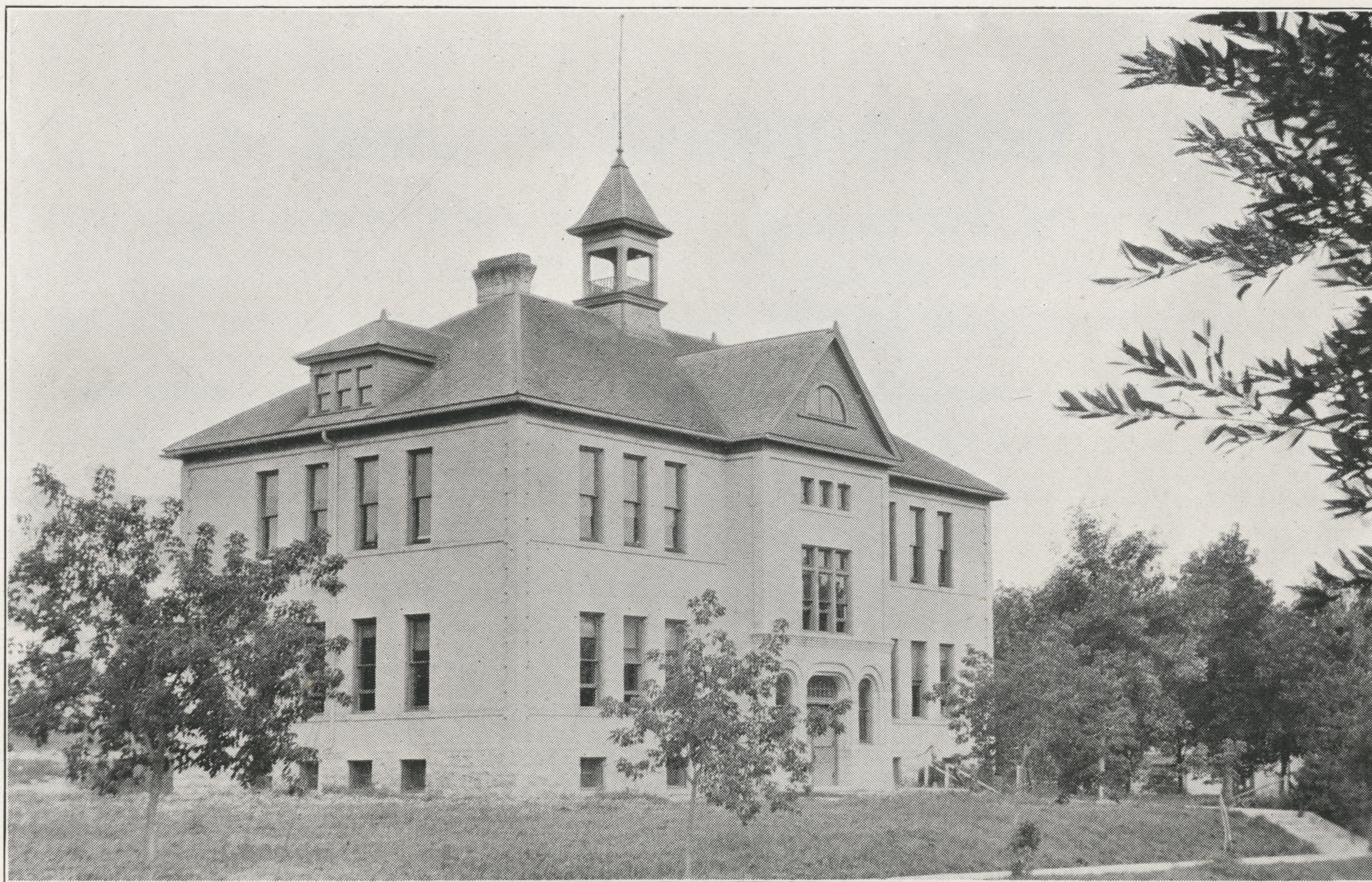
MISHICOT BASEBALL TEAM, 1912.





KIRST'S GARAGE.





MISHICOT GRADED SCHOOL.



## Mishicot Graded School

The graded school affords instruction up to the ninth grade, and is divided into three departments, presided over by Mr. Casper, with Miss Schultz teaching the intermediate grades and Miss Ruby teaching the primary grades.

The school has always been in charge of competent instructors, among whom are: Otto Zander, at present editor of The Brillion News; Edward Crowe, editor of the Manitowoc Pilot; A. C. Stengel, a practising attorney; Fred Sievers and George Wehrwein, graduates of the University of Wisconsin and at present instructors of agriculture in schools in this state.

The present school building was built in 1905 and is a thoroughly modern building. The building contains four rooms and is steam-heated. It is strictly fire-proof.





LUTHERAN CHURCH AND PARSONAGE. Rev. Zell, Pastor.





CATHOLIC CHURCH AND PARSONAGE. Rev. Belle, Pastor.





EVANGELICAL CHURCH. Rev. Stuemfig, Pastor.





BIRD'S-EYE VIEW OF MISHICOT.





JACKSON STREET LOOKING EAST.





ELISABETH AVENUE LOOKING SOUTH.





JACKSON STREET LOOKING EAST.





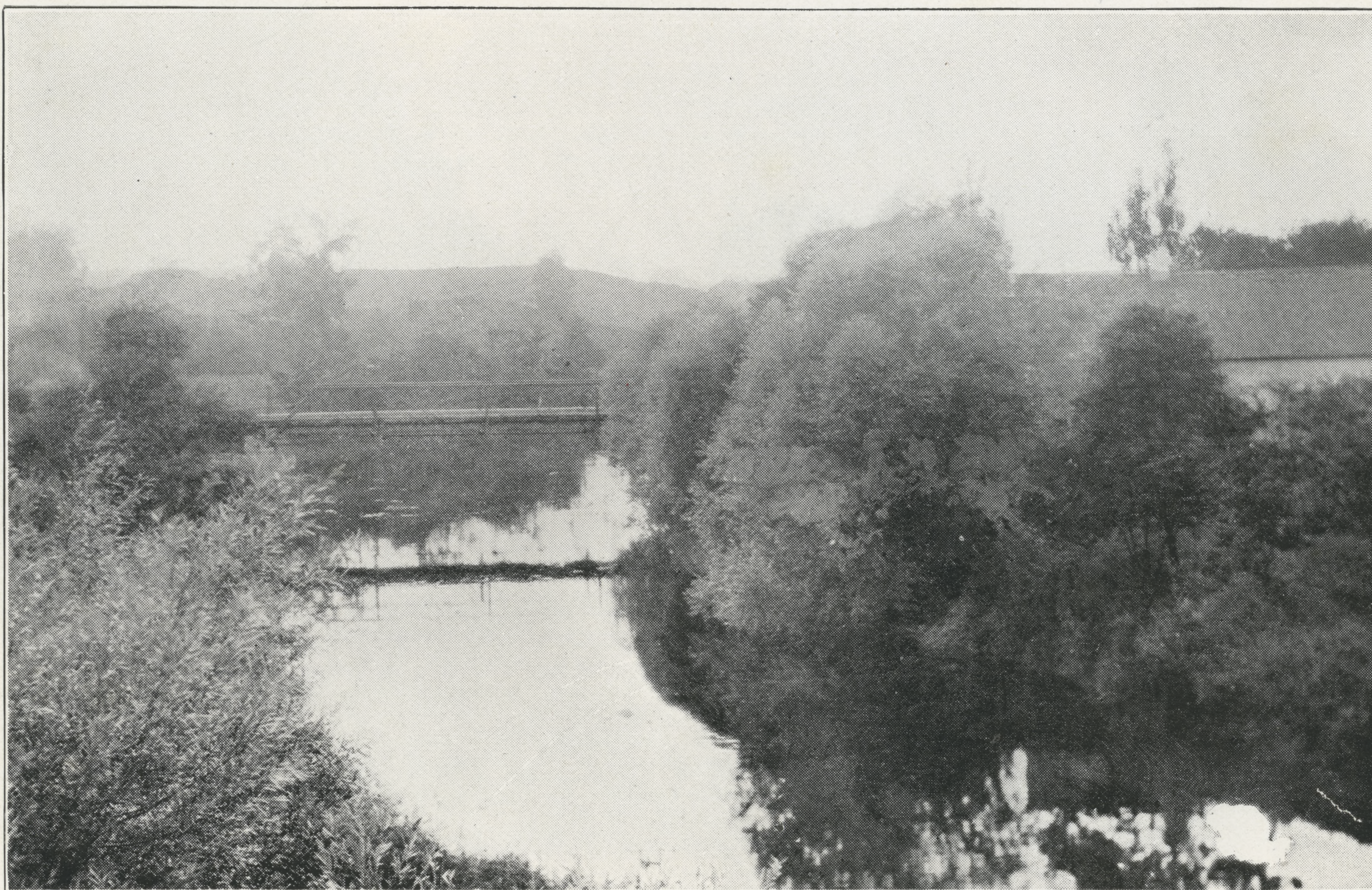
EAST WATER STREET, NORTH SIDE.





EAST WATER STREET, SOUTH SIDE.





RIVER SCENE ON "MISHICOT."





FLOOD SCENE.





SUMMER COTTAGE ON "MISHICOT."



## ===== Mishicot =====

The village of Mishicot owes its origin to a saw mill being located on the East Twin River, which affords excellent water power. This was established in 1855 by Alfred Smith and Ira Clark, two of the town's earliest pioneers. It immediately commenced to thrive, for it had many advantages, being situated on a navigable river and in a country from whose hillsides rose countless numbers of lordly pine. The building of the sawmill by these sturdy pioneers gave encouragement to other immigrants who immigrated to these parts and commenced lumbering. Among the early settlers we note the names of J. Trossen, N. Trossen, J. Scheuer, J. Schmidth, J. Runge, J. Lindstedt, F. Halberg, J. Mueller, F. Braash, B. Soenksen, A. E. Selk, J. Altmier, Peter Rau, H. Beyer, A. Cayo, L. Damon, L. Koehnke and H. Mueller.

Lumbering soon became of minor importance and the surrounding country is now one of the best agricultural sections in the county. Mishicot, being centrally located in this district, soon became a thriving village.



## Mishicot — Continued

To-day it has: 3 churches, a bank, 6 hotels, 3 general stores, a furniture store, 2 hardware stores, a saw and planing mill, a saw and grist mill, a large brewery, 2 cheese factories, an opera house, a moving picture theater, a town hall, a fire department, a barber shop, an electric light and power plant, cement works, shoe store, 2 blacksmith and wagonmaker shops, 2 harnessmaker shops, a photograph studio, 2 physicians and surgeons, 1 dentist, 1 veterinarian, 1 graded and 2 parochial schools and an excellent street lighting system.

Mishicot is also noted as a summer resort. It has about 5 miles of navigable river, which is lined with beautiful trees making camping here a rare treat. For canoeing and fishing, this river is unexcelled, for the waters abound in many kinds of fish, game and otherwise. All in all, the surroundings embrace all that is necessary for making an ideal summer resort.

The latest census reports give the village a population of about six hundred and it is steadily on the increase.